Entrepreneur & Innovation Exchange
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Announcing our 2023-24 Schulze Publication Awards Winners

David Townsend (Virginia Tech)
Kimberly Eddleston (Northeastern University)

KEYWORDS: competition, Schulze Awards.

Each year, the Schulze Publication Awards celebrate the authors of the most impactful articles published on EIX and FamilyBusiness.org. These awards recognize exceptional thought leadership, clarity of perspective, and the ability to bridge research and practice, inspiring entrepreneurs, educators, and family business leaders worldwide.

Our newest group of winners — who published articles during the academic year of July 1, 2023 through June 30, 2024 — represent a diverse range of insights, from leveraging generative AI and navigating family business dynamics to creating innovative startups and crafting strategies for global markets. Their contributions have helped establish EIX and FamilyBusiness.org as premier resources for cutting-edge research and practical guidance.

Here are the winners of the 2023/24 Schulze Publication Awards:

EIX Award Categories & Recipients

Commentary

Steve Wunker, The ABCs of Creating an Innovative Company(https://eiexchange.com/content/the-abcs-of-creating-an-innovative-company)

Steve Blank, Entrepreneurship in the Era of Disinformation (https://eiexchange.com/content/entrepreneurship-in-the-era-of-disinformation) and AI and ChatGPT Will Revolutionize Customer Discovery (https://eiexchange.com/content/ai-and-chatgpt-will-revolutionize-customer-discovery)

David Townsend, Leveraging Generative AI Tools Like ChatGPT for Startups and Small Business Growth (https://eiexchange.com/content/leveraging-generative-AI-tools-like-chatgpt-for-startups-and-sma)

Dustin [illegible] How to Know When You Should Need a L (and How to Find the Right One) (https://eiexchange.com/content/how-to-know-when-you-need-a-lawyer-and-how-to-find-the-right-one)

Chandima Weerakondabaduge, 'I'll See You in Court?' There's a Better Way for Businesses (https://eiexchange.com/content/ill-see-you-in-court-theres-a-better-way-for-businesses)

Research Insights

Mario Daniele Amore, Annamaria Conti, and Valerio Pelucco, Micro Venture Capital: A Growing Source of Startup Funding(https://eiexchange.com/content/micro-venture-capital-a-growing-source-of-startup-funding)

Stanislav Dobrev and Cameron Verhaal, Authenticity Lessons From the Craft Beer Industry (https://eiexchange.com/content/authenticity-lessons-from-the-craft-beer-industry)

Yoel Asseraf, Entrepreneurs Need an Agile Mindset and Agile Slack (https://eiexchange.com/content/entrepreneurs-need-an-agile-mindset-and-agile-slack) and Simple Rules Can Power Up Your Global Strategy (https://eiexchange.com/content/simple-rules-can-power-up-your-global-strategy)

Arzi Adbi, Siddharth Natarajan, When Can Fintech Do the Most Good?(https://eiexchange.com/content/when-can-fintech-do-the-most-good)

Applied and Practice

Steve Blank, Startups With Onsite Employees Grow 3 1/2 Times Faster (https://eiexchange.com/content/startups-with-onsite-employees-grow-312-times-faster)

Kevin Fee, Sensemaking and Purpose Drive Innovation

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and Transformation (https://eiexchange.com/content/sensemaking-and-purpose-drive-innovation-and-transformation)

Gavin Williamson, A Crash Course in Hiring Your Startup's First Employees (https://eiexchange.com/content/a-crash-course-in-hiring-your-startups-first-employees?search=legal)

Features

Hanna Horvath, Cashless Businesses Make Change (https://eiexchange.com/content/cashless-businesses-make-change)

John Wasik, Should Gas Stations Become Charging Stations?(https://eiexchange.com/content/Should-gas-stations-become-charging-stations)

Chris Farrell, How to Turn a Hobby Into a Business (https://eiexchange.com/content/how-to-turn-a-hobby-into-a-business)

Patricia Corrigan,Unexpected Career Pivots Can Lead to Job Satisfaction (https://eiexchange.com/content/unexpected-career-pivots-can-lead-to-job-satisfaction)

Richard Eisenberg, Creating a Succession Plan for YourBusiness(https://eiexchange.com/content/creating-a-succession-plan-for-your-business)

Practice Insight

David Rogers, Digital Transformation: Can Your Business Keep Up? (https://eiexchange.com/content/digital-transformation-can-your-business-keep-up)

Interviews

Catherine Buday, James C. Wetherbe, Dick Schulze, Dick Schulze Reflects on a Decade of Impact: More Than 15 Million Annual Views (https://eiexchange.com/content/dick-schulze-reflects-on-a-decade-of-impact-more-than-15-million)

Education and Teaching

Danielle Ailts Campeau and Michelle Somes-Booher, SNL Humor Can Illustrate [Un]Viable Business Models(https://eiexchange.com/content/snl-humor-can-illustrate-unviable-business-models)

Dante Di Gregorio, Joel Ryman, and Jennifer Kuan, Bisociation Teaching Exercise Spurs Business Model Innovation (https://eiexchange.com/content/bisociation-teaching-exercise-spurs-business-model-innovation)

Chuck Sacco, How Educators Can Recognize and Support Entrepreneurial Personas (https://eiexchange.com/content/how-educators-can-recognize-and-support-entrepreneurial-personas)

FamilyBusiness.org Award Categories & Recipients

Research Insights

Josep Llach, Valeriano Sanchez-Famoso, Dr. Sharon M. Danes, How to Encourage Devotion Among Nonfamily Employees (https://familybusiness.org/content/how-to-encourage-devotion-among-nonfamily-employees)

Roy Suddaby, Wilson Ng, Natalia Vershinina, Gideon Markman, Matthew Cadbury, When the Family Leaves the Business, Can Their Values Remain? (https://familybusiness.org/content/when-the-family-leaves-the-business-can-their-values-remain)

Jan-Philipp Ahrens, Melania Riefolo, Annegret Hauer, Katharina Siegert, Better Let Your Brother Do It: Men Are Still Preferred in CEO Successions (https://familybusiness.org/content/better-let-your-brother-do-it-men-are-still-preferred-in-ceo-suc)

Josh Hsueh, Alfredo De Massis, Luis Gomez-Mejia, A Family's Non-Financial Values Shape Its Sustainability Strategy(https://familybusiness.org/content/a-familys-non-financial-values-shape-its-sustainability-strategy)

Dr. Ayoosha Saleem, Francesco Barbera, Simon de Jong, Arvid Hoffmann, Managing Emotional Minefields Within Family Businesses (https://familybusiness.org/content/managing-emotional-minefields-within-family-businesses)

Marcelo Ortiz M., Why Prominent Business Families DiveIntoPolitics(https://familybusiness.org/content/why-prominent-business-families-dive-into-politics)

Commentary

Kimberly Eddleston, Meghan Lynch, A Charismatic Family Business Founder Can Be a Tough Act to Follow (https://familybusiness.org/content/a-charismatic-family-business-founder-can-be-a-tough-act-to-foll)

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Jessenia Davila, Luis Gomez-Mejia, Fernando Muñoz-Bullon, Maria J. Sanchez-Bueno, Women on Family Business Boards Shun Layoffs (https://familybusiness.org/content/women-on-family-business-boards-shun-layoffs)

Mat Hughes, R. Adam Smith, Family Business Succession, Innovation, and Compensation: What You NeedtoKnow(https://familybusiness.org/content/Family-business-succession-innovation-and-compensation-what-you)

Interviews

Catherine Buday, James C. Wetherbe, Dick Schulze, Dick Schulze Reflects on Our Growing Impact: More Than 15 Million Annual Views (https://familybusiness.org/content/dick-schulze-reflects-on-our-growing-impact-more-than-15-million)

Kimberly Eddleston, Emmie Strommen, Ian Strommen, An Innovation Challenge Can Help Employees Feel More Connected (https://familybusiness.org/content/an-innovation-challenge-can-help-employees-feel-more-connected)

Kimberly Eddleston, Meghan Lynch,Here's Why Family Businesses Need Branding (https://familybusiness.org/content/heres-why-family-businesses-need-branding)

Kimberly Eddleston, Jon Keimig, Angela Warner, A Secret to Success: Family Business Centers (https://familybusiness.org/content/a-secret-to-success-family-business-centers)

Kimberly Eddleston, Heidi Vermeer-Quist, How to Defuse and Recover From Family Business Conflict (https://familybusiness.org/content/how-to-defuse-and-recover-from-family-business-conflict)

Kimberly Eddleston, Ruschelle Khanna, Why Do We Treat Strangers Better Than Family Members? (https://familybusiness.org/content/why-do-we-treat-strangers-better-than-family-members)

Kimberly Eddleston, Tony Wood, Family Business Patriarchs and Matriarchs: When Is It Time to Move On?(https://familybusiness.org/content/family-business-patriarchs-and-matriarchs-when-is-it-time-to-mov)

Applied and Practice

Claudia Binz Astrachan, Anneleen Michiels, Attitudes Towards Money Can Cloud Family Business Decisions (https://familybusiness.org/content/attitudes-towards-money-can-cloud-family-business-decisions) and Punishment, Reward, Control: How Money Shows Up in the Business Family (https://familybusiness.org/content/punishment-reward-control-how-money-shows-up-in-the-business-fam)

Mat Hughes, David Townsend, Using AI to Grow Your Family Business (https://familybusiness.org/content/Using-ai-to-grow-your-family-business)

Joseph Giglio, John Friar, How to Transform an OutdatedBoard(https://familybusiness.org/content/how-to-transform-an-outdated-board)

Ryan Renteria, Master Three Perilous Stages of Family Business Transition (https://familybusiness.org/content/master-three-perilous-stages-of-family-business-transition)

David Werdiger, Keep the Founder's Entrepreneurial Spirit Alive in Future Generations (https://familybusiness.org/content/keep-the-founders-entrepreneurial-spirit-alive-in-future-generat)

Claudia Binz Astrachan, Joseph Astrachan, Torsten Pieper, Do You Treat In-Laws Like the Family Business Outlaws?(https://familybusiness.org/content/do-you-treat-in-laws-like-the-family-business-outlaws)

Education and Teaching

Nadine Kammerlander, Friedrich Kammerlander, Helping Next-Gens Envision Their Family Firm's Future Success (https://familybusiness.org/content/helping-next-gens-envision-their-family-firms-future-success)

Practice Insight

Joseph Astrachan, Self-Interest Can Skew Budgets at Family Businesses (https://familybusiness.org/content/self-interest-can-skew-budgets-at-family-businesses)

Congratulations to All Awardees

The Schulze Publication Awards honor more than individual excellence—they highlight the collective mission of EIX and FamilyBusiness.org to provide free, research-based resources that educate, inform, and inspire. This year's winners embody that mission,

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offering actionable insights and thought-provoking research for the global community.

To explore the award-winning articles from past years, visit our Schulze Publication Awards page. (https://eiexchange.com/schulze-publication-awards)

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